ISES Corporate Membership Application Form

To: Singapore Management University (‘SMU’)
(as represented by its Institute of Service Excellence at SMU (ISES))

The Member hereby agrees to the terms and conditions of membership and to abide by the usage guidelines; details of both are available here: http://smu.sg/csiscg-membership

Option A (ISES Annual Corporate Membership): The annual membership fees that is payable by the Member shall be S$19,000 + GST, and be payable by the Member within 30 days of the signing of this Application Form.

Option B (ISES 3-Year Corporate Membership): The 3-year membership fees that is payable by the Member shall be S$55,500 + GST, and be payable by the Member within 30 days of the signing of this Application Form.

The Member will be entitled to the following:

1. CSISG Benchmarking Report (‘Report’)

This Report benchmarks the Member’s performance in the CSISG national study against other companies measured in the study. Members will obtain their CSISG scores benchmarked against competitors measured in the same sub-sector, trend information of their performance over time as well as predictive analysis that identifies the driver(s) that impacts customer satisfaction and its outcomes. Additional comparison of touchpoint performance will be included, where available. Touchpoints refers to customer contact channels such as, contact centre, website, counter service, etc.

Additionally, the Member may select three CSISG-measured companies outside of their measured sub-sector for cross-industry comparison. For timely inclusion into the Report, please indicate your choice of companies for comparison overleaf.

2. ISES-organised and Executive Programmes

Option A: ISES Annual Corporate Membership

Members will be issued 4 tickets to ISES-organised service leadership programmes that are held in Singapore. These programmes refer to “Market Research” and “Service Experience Design”. From time to time, ISES may offer members with the option to redeem membership ticket(s) against other executive programmes offered by ISES and/or partners of ISES. The number of ticket(s) required for participation in these ad-hoc programmes will be communicated to members accordingly. Membership tickets are valid for 18 months upon submission of this Application form. Participation in the programmes is subject to space availability and ISES’ sole discretion.

Option B: ISES 3-Year Corporate Membership

Members will be issued 12 tickets to ISES-organised service leadership programmes that are held in Singapore. These workshops refer to “CSISG Methodology” and “Service Experience Design”. From time to time, ISES may offer members with the option to redeem membership ticket(s) against other executive programmes offered by ISES, SMU or partners that ISES works with. The number of tickets required for participation in these ad-hoc programmes will be communicated to members accordingly. Membership tickets are valid for 3 years upon confirmation of membership application. Participation in the programmes is subject to space availability and ISES’ sole discretion.
(3) Additional Questions

Members will be able to add up to three questions in the next relevant fieldwork study period for the CSISG national study. Respondents recruited to answer about the Member will answer these additional questions. These additional questions are intended to enrich the core CSISG data for Member companies and enable more nuance insights.

ISES reserves the right to accept or reject these additional questions at its sole discretion.

(4) Branding

The Member may use CSISG branding in any of their communication materials (e.g., marketing collaterals, print advertisements) following the set of predetermined guidelines, accessible via the link provided above.
Date: __________________________

Accepted for and on behalf of

Name of company: ___________________________________________ UEN: __________________________
(Please indicate also name of the measured CSISG entity if different from company name)

Billing address: ____________________________________________

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<th>Description</th>
<th>Unit Fee</th>
<th>Quantity</th>
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| **Option A: ISES Annual Corporate Membership**  
For the CSISG Benchmarking Report, please indicate your choice of up to 3 CSISG-measured companies for cross-industry comparison: | S$19,000 | 1 | S$19,000 |
| 1. ________________ | | | |
| 2. ________________ | | | |
| 3. ________________ | | | |
| **Option B: ISES 3-Year Corporate Membership (Prepaid Option)**  
For the CSISG Benchmarking Report, please indicate your choice of up to 3 CSISG-measured companies for cross-industry comparison: | S$18,500 | 3 | S$55,500 (Save $1,500) |
| 1. ________________ | | | |
| 2. ________________ | | | |
| 3. ________________ | | | |

Total before GST

GST

Total

Signature of CEO's Authorised Designate
and Company Stamp

Name: ___________________________

Designation: ______________________

Tel (DID): ________________________

Email: ___________________________

Payment Instructions
Please complete this Application Form and return it together with your cheque payment to:

Singapore Management University  
Institute of Service Excellence (ISES)  
Singapore Management University  
Administration Building  
81 Victoria Street  
Singapore 188065

Cheque should be crossed and made payable to *Singapore Management University*. Interbank transfers are also available; please contact us for more details.